

TARGETED WAGE INITIATIVE

Federal Way WorkFirst Office/Business Employment Solutions Pilot Project Business Outreach Proposal February 4, 2003

The Federal Way WorkFirst Office has been identified as the King County TWI Pilot Project location for King County. The Business Employment Solutions Unit (BES) assigned to the Greater Seattle Chamber, will be partnering with the Federal Way office to develop enhanced Employer Connection strategies. This will include: business awareness for customers, staff and job matching with local businesses; utilizing work skills assessment information; coordinating local hiring events quarterly and coordinating with WorkSource business outreach events/services and other local organizations within King County. Activities surrounding this location will be held during the first week through the ninth week of the client/customer workshop cycle as outlined in the Federal Way's work plan.

The Target Wage Initiative strategies build on concepts put into place with the WorkFirst Improvement Team (WIT) process changes. WIT is intended to increase client and program accountability. The Targeted Wage Initiative uses the WIT changes to build greater customer engagement, intensity and structure into job search with emphasis on focusing customers toward higher wages and more effectively connecting them with employers.

TWI will support employment opportunities that are at a rate of \$9.45 or above. By increasing the average pay level of entry-level jobs, WorkFirst positively affects the rate of TANF returns and the rate in which customer's wages increase over time. The following is an outline of proposed activities provided by BES.

BES Business Outreach activity proposal:

- Hot Jobs Page
- South King County Job Fair
- Mini Events (3-4)
- Motivational Speakers (4-5)
- Employer of the Day (On site/Off Site Hiring; 3 or more job openings)
- On-Site Company Tours
- Employer Forums

Hot Jobs Page

The process for the Hot Jobs Page will be to disseminate six job postings and career tips daily out to the King County WorkFirst offices. BES will disseminate postings Monday through Friday by 9 a.m. The Federal Way WorkFirst office will have first priority over "Hot Jobs" listings during their pilot status. They will have a 24-hour advanced preview of all listings prior to BES sending the job openings to other King County Workfirst offices.

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One Major South King County Job Fair

The projected date of the job fair is tentatively scheduled for **April 9, 2003** at the Best Western Executel Hotel in Federal Way. Federal Way WF clients will be allowed to have access to employers one hour prior to other King County WorkFirst offices. BES will market and recruit businesses to the event based on client need and interest provided by the Federal Way office.

Two Mini-Job Fair Events

BES will have several mini-events on site with 3-4 employers in targeted specific industries, i.e. Medical, Retail, Hospitality, etc. We will base our employer selection on client/customer profiles as determined from the proposed assessment process.

Motivational Speakers

BES will identify and recommend 4-5 speakers to provide on-site presentations to the Federal Way WF client/customers based on their respective schedules. These speakers will be from the Human Resources Community and other professional areas that the office feels will be beneficial to the Federal Way clients/customers.

Employer of the Day activities

BES will schedule 3 “Employer of the Day” events. These events will provide employers who have multiple openings and positions, which meet TWI goals, objectives and the interests of the Federal Way clients/customers.

Onsite Tours

Onsite tours of area businesses will be researched, identified and shared with the Federal Way staff for scheduling purposes for participants.

Employer Forum

BES will develop and coordinate an Employer Forum at the convenience of the Federal Way office. Employers will present information relevant to assisting and informing clients of industry standards and requirements.

Other

The Federal Way office will conduct client assessments and develop employment profiles to ascertain industry specific interest; client job interests and work experience relative to the positions that they are seeking; and transmit this information to the BES unit on a weekly basis to aid in targeting industry specific businesses for employment opportunities.

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The Federal Way office will track client/customers referred to job opportunities from the “Hot Jobs” listings through the SKIES data system. The minimum information for tracking will consist of:

- Client Name
- Job Order Number
- Date Referred
- Date Hired (If applicable)
- Wage/Salary
- Benefits

The BES and Federal Way staff will meet at least once a week during the duration of the pilot to ascertain the effectiveness of these strategies and to share relevant information on the project’s progress and success.